

Driving consumer action for leading telco brand StarHub in Singapore

CASE STUDY

Client

StarHub, Carat

Method

Multi-channel Advertising,
Custom Audiences,
Koa Demographic Targeting



CAPTURING A TARGET AUDIENCE'S ATTENTION WITH A MULTI-CHANNEL ADVERTISING STRATEGY

With customers constantly switching between devices and channels, it's easy for ads to become lost or diluted. To ensure the effectiveness of brand messages, advertisers need to reach their customers across the right channels, at the right times. That's why StarHub, a leading telecommunication company in Singapore, decided to take a multi-channel advertising approach for their recent campaign. The goal? To drive target audiences in Singapore to their website to purchase the latest handset together with a StarHub mobile plan.

MAXIMIZING EFFICIENCY AND REACH WITH A DATA-DRIVEN APPROACH

StarHub's agency, Carat, partnered with The Trade Desk to develop and execute a multi-channel strategy by leveraging video, display, and native to increase reach. By using our platform to place buys across channels, Carat not only was able to amplify their messaging at a massive scale, but also manage how often viewers see the ads with frequency control, which helped minimize wasted impressions and create a positive user experience.

Carat also worked with our team to create custom audiences and utilize third-party data from our Data Management Platform (DMP) to build a robust prospecting pool to reach StarHub's target audience — owners of Chinese mobile phone brands in Singapore.

To ensure they reached the right demographic audiences, Carat went a step further and activated Koa Demographic Targeting — our AI-driven targeting tool — which helped target audiences more precisely while saving time and simplifying the targeting workflow.

THE RESULTS

4x

faster to online conversions with multi-channel ad exposure as compared to single channel

97%

lower cost per acquisition than native goal

86%

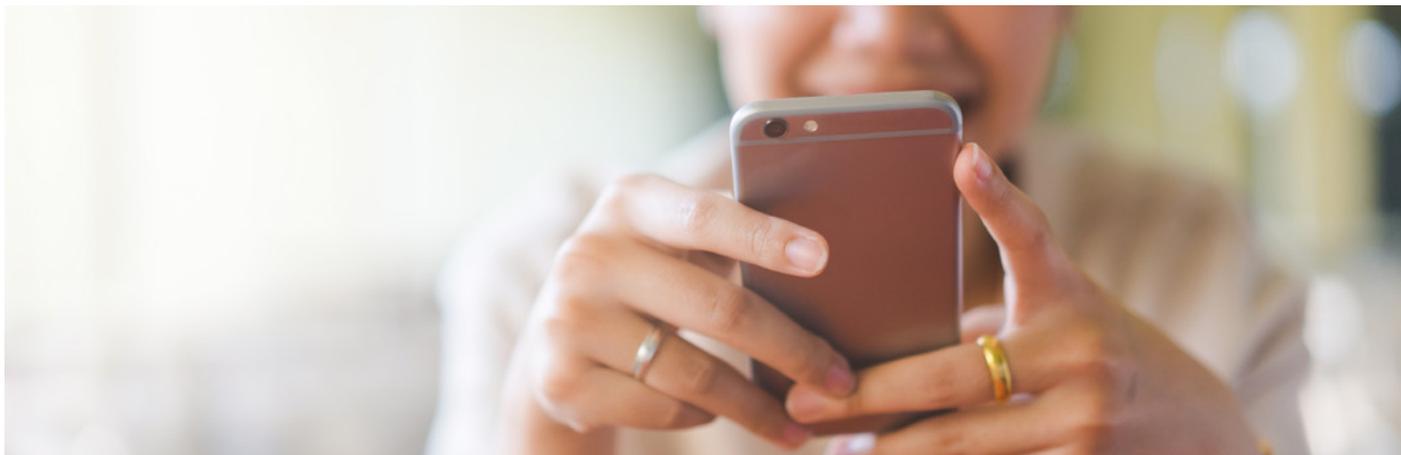
lower cost per acquisition than display goal

80%

lower cost per completed view than video goal

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Continued



PROVING THE VALUE OF MULTI-CHANNEL CAMPAIGN

The results of StarHub's first multi-channel programmatic advertising campaign were impressive. Over the course of the three-month campaign, StarHub and Carat were able to achieve excellent performance through a combination of human strategies and data-driven optimization features on our platform.

They discovered that the multi-channel ad exposure drove consumer action 4x faster than the single-channel ad exposure. The CPA decreased significantly, exceeding the original CPA goals by 97% and 86%, respectively, for native and display. Moreover, the video's CPCV outperformed the campaign goal by 80%. Through this successful campaign, StarHub and Carat not only found a way to easily manage their cross-channel media buys using one single platform, but also achieve strong results in a more cost-effective way.

TESTIMONIAL

"Working with The Trade Desk to launch StarHub's multi-channel campaign allowed us to more effectively reach audiences in Singapore. We leveraged The Trade Desk's sophisticated technology and finely tuned targeting capabilities, which complemented Carat's targeting strategies, to allow for incremental conversions, improved performance, and overall excellent results."

Regine Lim
Planner
CARAT MEDIA SERVICES

AVERAGE NO. OF DAYS TAKEN TO CONVERT ACROSS NO. OF CHANNELS ACTIVATED

